

Effects of Direct Implants on Brand Attitudes in Variety Shows

Haiyun He

School of Economics and Management, Beijing Jiaotong University, Beijing, China

757656108@qq.com

Haiyun He

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Abstract. Many scholars have explored the marketing effect of implanted advertisements based on the characteristics of “hiddenness”. However, in recent years, the advertisements in variety shows are increasingly showing “de-hidden”, and the direct forms of implanted advertisements and situational advertisements are emerging one after another, but the effect of this innovative implanted advertising form remains to be seen. This paper proposes a new type of direct-implanted advertising in variety shows, which measures the frequency, context fit and the identity of the spokesperson's identity, introduces the mediation of brand variables, and studies the influence on brand attitude. The data analysis of 437 valid questionnaires shows that the frequency, the fit of the situation and the identity of the spokesperson of direct placement of advertisements directly or indirectly affect the brand attitude of the audience directly or through brand recognition. In variety shows, direct placement of advertisements is an effective way to spread brands.

Introduction

Nowadays, many brands are keen to obtain the naming rights of some popular variety shows and even several titles of popular variety. It can be said that the placement of advertisements in variety shows is a win-win choice for brands and programs. The research on the marketing effect of implanted advertisements mainly considers the brand awareness and brand attitude, but the research results of the past results are general implant advertisements, little for a specific type of implanted advertisements, especially variety shows. So, is the implanted advertisement of the variety show common to the implanted advertisement in the general sense? Still have their personality? Can the effect of communication be measured similarly?

According to the characteristics of “non-concealed” advertising in the variety show, this paper proposes “direct implanted advertising”, which uses the questionnaire survey method to broadcast the frequency of advertisements, the identity of the spokesperson and the fit of the situation. By introducing the mediation variable brand cognition to measure the influence on the audience's brand attitude, we hope to contribute to the theoretical research and practical operation of the implanted advertisement.

Literature Review

Review

Regarding the definition of implantable advertising, Balasubramanian (1994) pointed out that implantable advertising is to convey products to consumers through paid information in movies and televisions, and to influence consumer-related cognition [1]. Lu Changbao et al. (2010) pointed out that it is a “media without any trace” [2]. Hirschman et al. (1998) mentioned that the implantation of a product should be a way of “naturally presenting” to the audience [3]. Most scholars judge the effect of implanted advertisements from the three aspects of knowledge, emotion and intention (Balasubramanian et al., 2006)[4]; Russell (2002) studied the impact of implanted advertising on brand perception and attitude from the form of implanted image (picture implant, audio implant) and situational relevance, and pointed out that in the context, the image is stronger. Implantation can be better remembered [5].

Pre-Variables of Consumer Brand Attitudes of Implanted Advertisements

Brand awareness. Park and Berger (2010), when studying the audience's reaction to branding in movies, mentioned that most scholars' research on implantable advertising focuses on consumer perceptions of brands [6]. *Continuous exposure.* Studies by Brenna (2004) confirm that the longer the time (exposure time) of advertisements appears, the higher the awareness of the brand is, the more the brand the degree of memory is also higher [7]. *The degree of fit.* This paper divides the degree of fit into the fit of the situation and the identity of the spokesperson. Brennan et al. (2004) defined situational fit as product or role co-occurred or used by role., thinking that the situation can improve brand cognition and brand attitude more than static display [7]. The identity of the spokesperson, that is, the image of the spokesperson In line with the image of the brand in the implantation scenario, Dong-Jin Park and Bruce Berger (2010) mentioned the identity of the main spokesperson's identity and brand attitude. It also has a relationship [6].

Research Comments and Hypothesis

In previous studies, scholars believe that implanted advertisements are concealed, and there is little specific analysis of a certain type of implanted advertisements. The research on the placement of advertisements in variety shows is also based on hidden features. In view of the above research status, this paper focuses on variety shows, proposing direct implanted advertising, and defines it as: advertisers pay the sponsored way, the guest or host directly broadcasts the product (or brand) advertising words in the variety show. Or deductive related episodes, affecting the audience to achieve the purpose of enhancing the brand image and realizing the benefits. This paper measures the frequency, context fit and spokesperson identity as independent variables.

Past research on implanted advertisements was mostly the length of implantation time, little frequency. Most scholars concluded that the longer the advertisement implantation time, the deeper the brand awareness [7]. In this paper, the frequency in the variety show (the number of times mentioned) is measured. In addition, the scenario-based advertisement in the variety show is to embed a small theater related to the brand in the program. The theater is not completely independent of the development of the program, but used by the task to serve as a tool for program development. More prominent implant brands are easier to identify and remember than subtlety implanted advertising brands [6]. If the spokesperson does not conform to the image of the implanted product, it cannot enhance the consumer's perception and memory of the brand. Therefore, assumptions as following:

H1: In the variety show, the character verbal broadcast advertising frequency has a positive impact on brand awareness and brand attitude.

H2: In the variety show, the degree of brand placement and programmatic fit has a positive impact on brand perception and brand attitude.

In addition, the brand is only perceived by the audience. It is possible to create a positive brand attitude through a certain form of implantation in the variety show. This paper introduces brand cognition as a mediator variable, and then explores the relationship between brand cognition and brand attitude. Relationship and make the following assumptions:

H4: The brand awareness of viewers in the variety-casting advertisements has a positive impact on brand attitudes.

H5: Brand cognition has a mediating role between variables and brand attitudes.

Research Design and Data Analysis

This paper uses the questionnaire survey method to obtain data. The questionnaire mainly deals with the related scales of the frequency of the advertisement, the fit of the situation, the fit of the spokesperson, the brand cognition and the brand attitude of respondents. A total of 487 questionnaires were collected online and offline, and 437 final valid questionnaires. Respondents in terms of gender, male and female ratio 48%: 52% basically the same; for age, nearly half of the respondents are in the age group of college students, and 30% are in the age group 30 years old.

For reliability, the α of the overall questionnaire, the independent variables, the mediator variables and the dependent variables were all greater than 0.9, and the data reliability level was high. In addition, the CITC of a single statement under each variable is also greater than 0.9, indicating that there is a good correlation between the individual statements and the reliability level is good, which can be further analyzed.

In the exploratory factor analysis, whether the questionnaire or a single variable, the KMO value is greater than 0.6, and the Bartlett spherical test the p-value is less than 0.05. Therefore, the sample data is suitable for factor analysis. Rotation using the method varimax, the factor load factor is greater than 0.4, the factor can effectively extract information.

Regression Analysis Test

Table 1 and Table 2 show the results of multivariate stepwise regression analysis based on brand recognition as a dependent variable. The square value of the model R in Table 1 is 0.955 (Table 2 is 0.946), indicating that the three independent variables can explain the variation of the dependent variable 95.5% (94.6%). The two models pass the F test, H1-H3 is established. The model formula is:

$$\text{Brand Cognition} = 0.140 + 0.149 * \text{frequency} + 0.442 * \text{context fit} + 0.313 * \text{spokesperson identity fit.} \tag{1}$$

$$\text{Brand attitude} = 0.489 * \text{scenario fit} + 0.148 * \text{frequency} + 0.271 * \text{spokesperson identity fit} + 0.190. \tag{2}$$

Table 1. Stepwise regression analysis results [1]

	NSC*		SC*	t	p	VIF	R ²	Adjust R ²	F
	B	SD	Beta						
Con.	0.140	0.011	-	12.263	0.000**	-	0.955	0.955	2001.011**
frequency	0.149	0.038	0.165	3.957	0.000**	10.871			
Situational fit	0.442	0.036	0.488	12.245	0.000**	9.969			
spokesperson identity fit.	0.313	0.038	0.345	8.259	0.000**	10.967			

Dependent variable: brand recognition, * p<0.05 ** p<0.01.
 NSC*: Non-standardized coefficient, SC*: Non-standardized coefficient (The same below)

Table 2. Stepwise regression analysis results [2]

	NSC*		SC*	t	p	VIF	R ²	Adjust R	F
	B	SD	Beta						
Con	0.190	0.012	-	15.310	0.000**	-	0.948	0.947	1716.522**
spokesperson identity fit.	0.271	0.041	0.297	6.602	0.000**	10.967			
frequency	0.148	0.041	0.162	3.623	0.000**	10.871			
Situational fit	0.489	0.039	0.534	12.470	0.000**	9.969			

Dependent variable: brand attitude, * p<0.05 ** p<0.01

The regression of brand cognition on brand attitude is also significant (see Table 3): the square value of model R is 0.926, indicating that brand cognition can explain the change of brand attitude

92.6%, the identity of spokesperson identity There will be a significant positive impact on brand perception, H4 is established.

Mediating Effect Test

According to the three-step method of Baron and Kenny (1986), Table 3-6 shows the linear regression relationship between the three independent variables and the brand perception of the mediators, and the linear regression relationship between the respective variables and the brand attitudes of the dependent variables significantly ($p < 0.05$), the third step can be performed. The frequency and brand cognition are gradually linearly regressed to the brand attitude (Table 5): the regression coefficient (β) of the independent variable and the mediator variable is significant. At the same time, the result of the third step was subjected to sobel test. The result was 0.021, less than 0.05, the test result was significant, and the mediating effect was significant. Tables 6 and 7 respectively provide a stepwise linear regression of the context fit and the identity of the spokesperson with brand cognition and brand attitude. The results are similar to the frequency. In short, the mediation effect is significant and is a partial mediation, H5 is established.

Table 3. Results of regression analysis

Relationship	Hypothesis	R ²	p	F	RC*	Con	result
Brand recognition,brand attitude	H4	0.926	0.000	5475.067	0.962	0	
Independent variables and brand recognition	H1	0.891	0.000	2347.552	0.857	0.140	支持
	H2	0.929	0.000	3717.199	0.874	0.140	支持
	H3	0.913	0.000	2984.041	0.867	0.140	支持
Independent variables and brand attitude	H1	0.883	0.000	2157.076	0.86	0.190	支持
	H2	0.927	0.000	3615.021	0.881	0.191	支持
	H3	0.899	0.000	2539.954	0.868	0.191	支持

$p < 0.05, p < 0.01, RC^*$: Regression coefficients

Table 4. Intermediary effect test results of frequency [1]

	NSC	SC		t	p	R ²	Adjust R ²	F
	B	SD	Beta					
Con	0.096	0.016	-	6.104	0.000**	0.931	0.93	1908.036**
Brand recognition	0.288	0.043	0.315	6.631	0.000**			
frequency	0.668	0.048	0.662	13.946	0.000**			

Dependent variable: brand attitude, * $p < 0.05$ ** $p < 0.01$

Table 5. Results of the mediation effect of the situational fit [2]

	NSC		SC	t	p	R ²	Adjust R ²	F
	B	SD	Beta					
Con	0.128	0.015	-	8.364	0.000**	0.941	0.94	2252.360*
Brand recognition	0.444	0.055	0.44	8.121	0.000**			
Situational fit	0.493	0.05	0.539	9.953	0.000**			

Dependent variable: brand attitude, * $p < 0.05$ ** $p < 0.01$

Table 6. Test results of the mediation effect of the identity of the spokesperson identity fit [3]

	NSC		SC	t	p	R ²	Adjust R ²	F
	B	SD	Beta					
Con	0.104	0.016	-	6.467	0.000**	0.932	0.931	1934.460**
Brand recognition	0.616	0.053	0.611	11.618	0.000**			
spokesperson identity fit.	0.334	0.048	0.365	6.943	0.000**			

Dependent variable: brand attitude, * p<0.05 ** p<0.01

Conclusions and Enlightenment

Research Conclusions

In the variety show, the higher the frequency of interpreting advertisements, the higher the situation fit, the higher the identity of the spokesperson, and the higher the brand awareness of the audience, the better the corresponding brand attitude; the brand awareness is The role of partial mediation between variables and dependent variables, and the mediating effect is significant.

Enlightenment

The frequency of directly broadcasting advertisements can be increased without affecting the fluency of the variety show. This is conducive for consumers to think of implanted product in the choice of similar products. The advertisements should be related to the plot development of the program when the scene is implanted. The scenario of pure advertising forms is relatively blunt, destroying the fluency of viewing, and easily causing viewers to have negative emotions on the program. Selecting the appropriate spokesperson. The spokesperson with high identity can further explain the positioning of the product, and it is also easier for the audience to make purchase choices when they have a desire to buy.

In terms of research methods, this paper simply adopts the questionnaire survey method. In the follow-up study, various methods can be used to comprehensively consider various aspects. For sample representation, it is mainly young. It is also mentioned in the literature review that there are many classifications of implanted advertisements, this paper studies the inter-oral advertisements of variety show, and the scope of research is small. In the follow-up study, other forms of implanted advertisements can be studied to enrich the theory of implanted advertising.

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